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CHURCHILL DOWNS TEAMS WITH TICKETMASTER TO LAUNCH KENTUCKY DERBY TICKET EXCHANGE, THE OFFICIAL FAN-TO-FAN RESALE MARKETPLACE OF THE KENTUCKY DERBY

Convenient Online Platform Enables Fans to Buy and Resell Verified Tickets
to the Kentucky Derby and Kentucky Oaks

LOUISVILLE, KY (Thursday, March 10, 2016) – Churchill Downs Racetrack (CDRT) today launched the **Kentucky Derby Ticket Exchange by Ticketmaster**, the only online resale marketplace to provide fans with a secure, reliable and convenient place to buy and resell tickets to the **Kentucky Derby presented by Yum! Brands** and **Longines Kentucky Oaks**. As the Derby's only authorized resale platform, the Kentucky Derby Ticket Exchange guarantees that fans will receive legitimate, Ticketmaster Verified tickets. The Kentucky Derby encourages fans seeking to buy or resell tickets to only use the Kentucky Derby Ticket Exchange.

Ticketholders who are unable to attend the Kentucky Oaks or Derby will be able to resell their tickets at face value or above using various pricing options and be assured that they meet all state and local regulations on ticket resales. Because the Kentucky Derby Ticket Exchange is completely integrated with the Derby's Ticketmaster software and uses barcode verification to ensure the authenticity of every ticket, ticket buyers can be confident that their tickets are legitimate.

"Kentucky Derby and Kentucky Oaks sell out quickly, so it is of the utmost importance that our fans have access to a trustworthy and convenient place to buy and sell Derby tickets," said **Sarah Contardo, Vice President of Ticketing, CDRT**. "We selected Ticketmaster to power the Kentucky Derby Ticket Exchange because it provides our customers one easy-to-use platform to purchase both primary and resale tickets while still allowing us to protect our fans and guarantee the legitimacy of their tickets."

Fans simply visit www.kentuckyderby.com/resale and select to buy or resell tickets. First-time users to the site will be required to set up a Ticketmaster account in order to list or purchase tickets.

Sellers will be prompted to enter their ticket's barcode, select the desired ticket price at face value or above, and list the expiration date. Sellers will receive automatic status notifications via email and can remove their ticket at any time. As soon as a ticket is sold, Ticketmaster pays the seller through direct deposit.

Ticketmaster's privacy rules provide anonymity for and prevent any interaction between the buyer and seller.

Derby fans can also purchase General Admission tickets through Ticketmaster at www.kentuckyderby.com or at any Ticketmaster retail outlet nationwide.

About Churchill Downs Racetrack

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 142st running of the Kentucky Derby Presented by Yum! Brands on May 7, 2016. The track will resume its 2015 racing schedule with its September 11-27 September Meet and a Fall Meet scheduled for Nov 1-29. The track has

hosted the Breeders' Cup World Championships eight times. Additional information is available at www.ChurchillDowns.com.

About Ticketmaster

Ticketmaster is the global market leader in live event ticketing, digital marketing, and mobile fan engagement tools that drive over 530 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide. Ticketmaster is a division of Live Nation Entertainment, the world's leading live entertainment company.

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